

Pennsylvania Partner Power



Pennsylvania Partner Power

- Who are the PA Partnerships?
- The Value of Partnership
- Building Partnerships
- Epilogue
 - Looking Ahead: Life After Ozone Action



Introduction

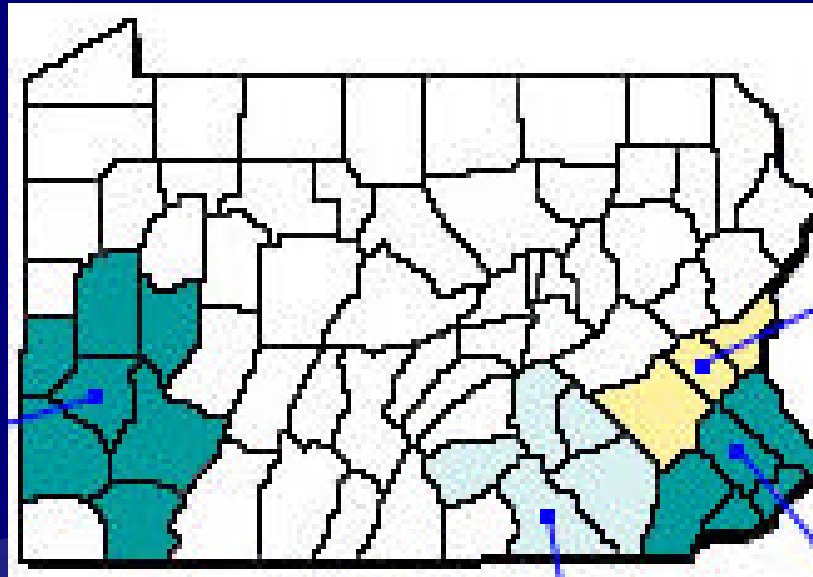


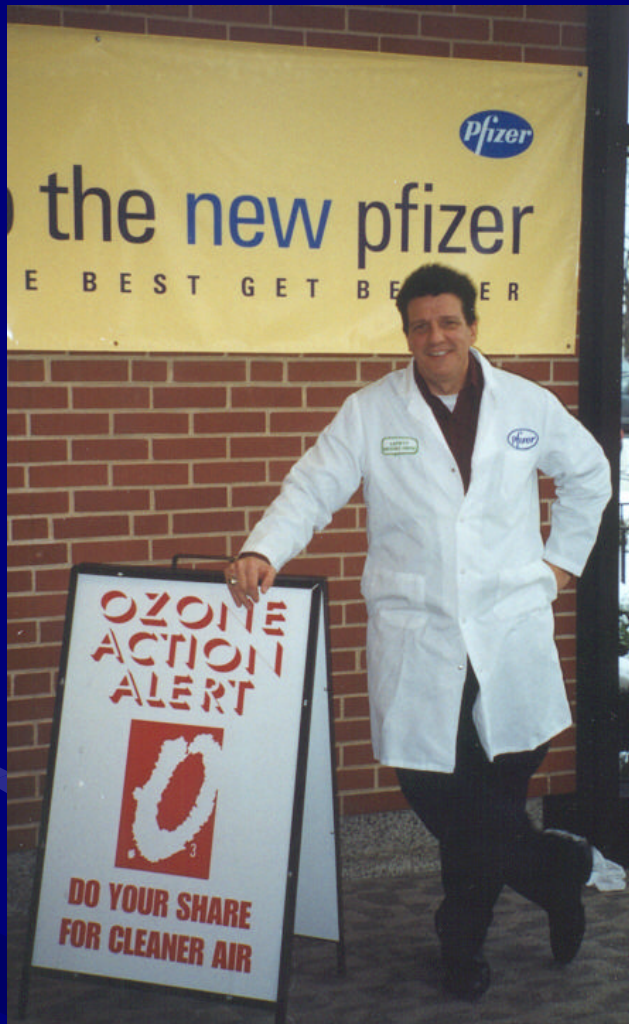
Who Are “The PA Partnerships”

- Regional, grassroots approach
 - Voluntary Outreach
 - Voluntary Action
- Started in 1995
- More than 600 members
- Funded by state grants and partner contributions
- 4 independent coalitions



The PA Partnerships





• Our Members

- Corporations
- Local & state government
- Environmental groups
- Health organizations
- Public schools / colleges
- Health care industry
- Utilities
- Transit agencies
- Manufacturing
- Small business
- Media

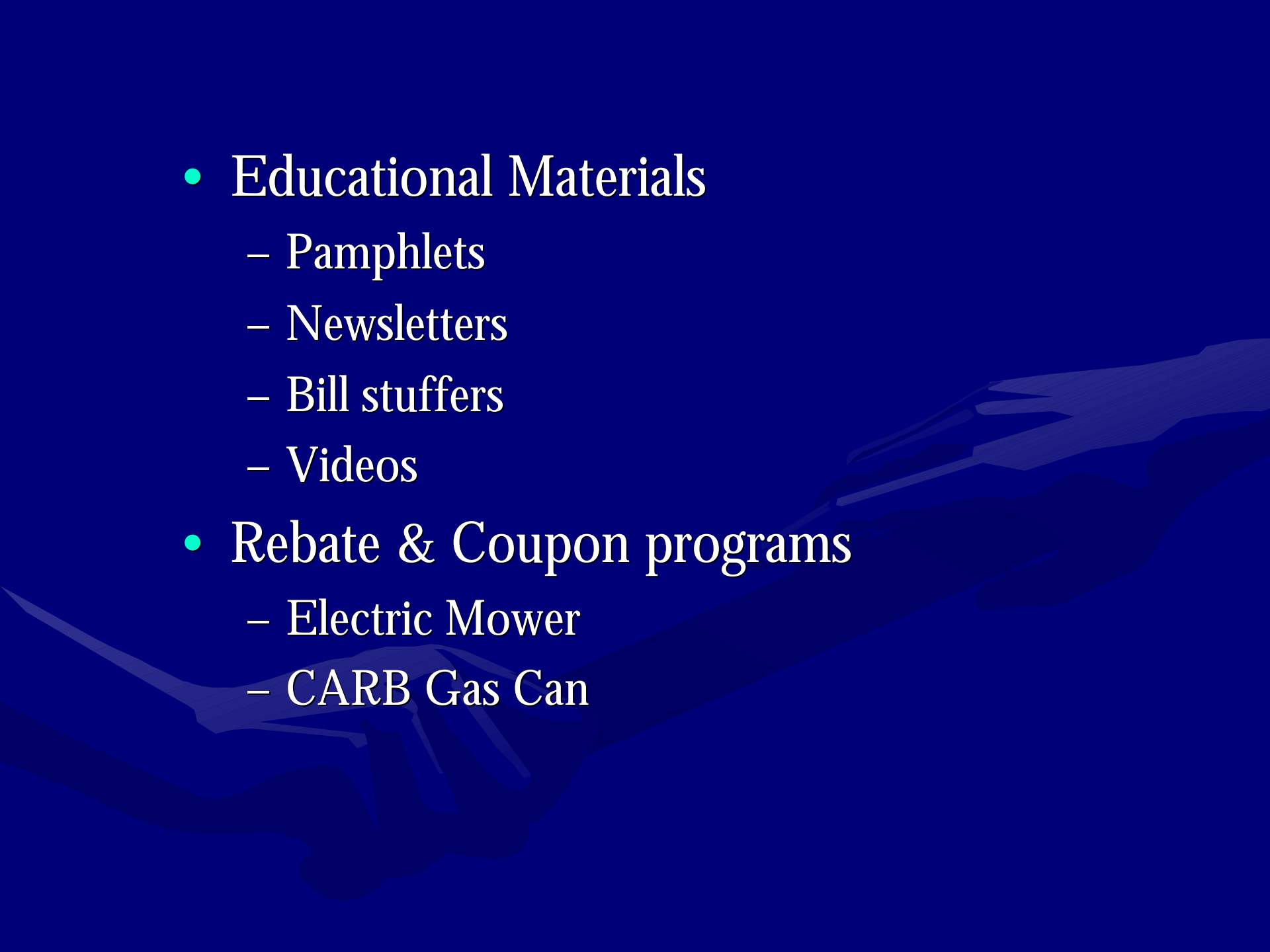
- Partner Involvement
 - Employee education
 - Episodic workplace action and controls
 - Community outreach
 - Events
 - Financial contributions
 - In-kind services



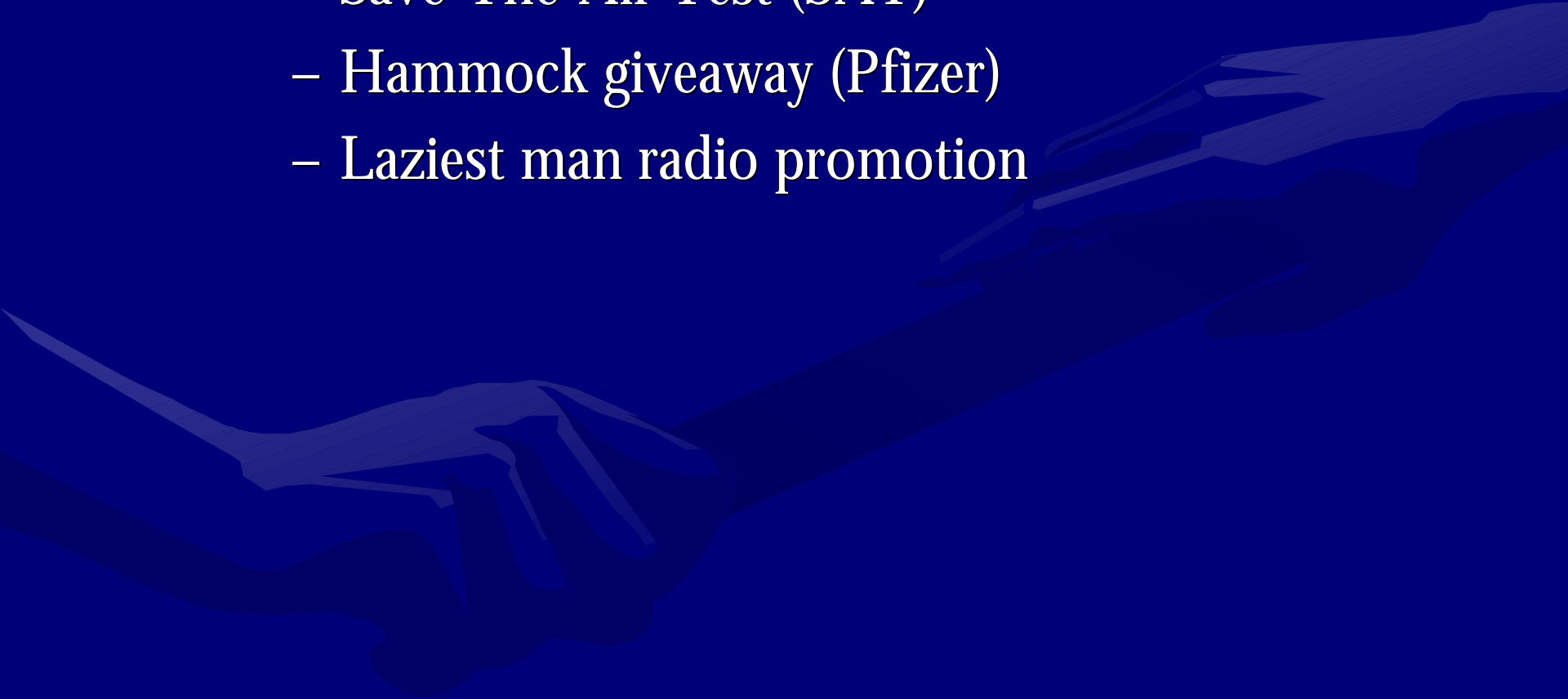
We Do More With Less!



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- Advertising
 - Cooperative television
 - Radio advertising / metro traffic
 - Transit advertising
 - Events & Sponsorships
 - Car care clinics
 - Ozone free barbecues
 - Baseball game outings / appearances
 - Community fairs and concerts

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- A faint, stylized background image of two hands shaking, rendered in shades of blue, spanning the width of the slide.
- Educational Materials
 - Pamphlets
 - Newsletters
 - Bill stuffers
 - Videos
 - Rebate & Coupon programs
 - Electric Mower
 - CARB Gas Can

- Promotions & Contests
 - Frisbee toss
 - Save-The-Air Test (SAT)
 - Hammock giveaway (Pfizer)
 - Laziest man radio promotion





The Value of Partnership

- Surrogate sales force
 - Higher impact and visibility
 - Increased reach and frequency
- Community credibility
- Grassroots activism
- Financial support
- Camaraderie



The Value of Partnership

In Pennsylvania

- Reached 8 million residents
- Contributed \$5 million in:
 - Dollars
 - In-kind services
 - Volunteer time
 - Exposure value



The Value of Partnership

In Pennsylvania

- Market surveys show
 - Up to 80% awareness
 - Up to 60% took action
- Media interest
 - Television #1 medium
 - Stations confirm consumer interest in forecast



Building Partnerships



Building ~~Partnerships~~



Building *Relationships*



Finding a partner

- Use existing resources
 - Chambers
 - Business and trade councils
- Identify a “recommender”
 - Business colleagues
 - Professional contacts
 - Testimonials
- Find the right “hot button”
- Locate a “champion”
- Just ask!

Building *Relationships*

Keys to Success

- Well-defined vision and mission
- Clear expectations
- Identifiable benefits
- Good communication
- Recognition and appreciation



In Their Own Words



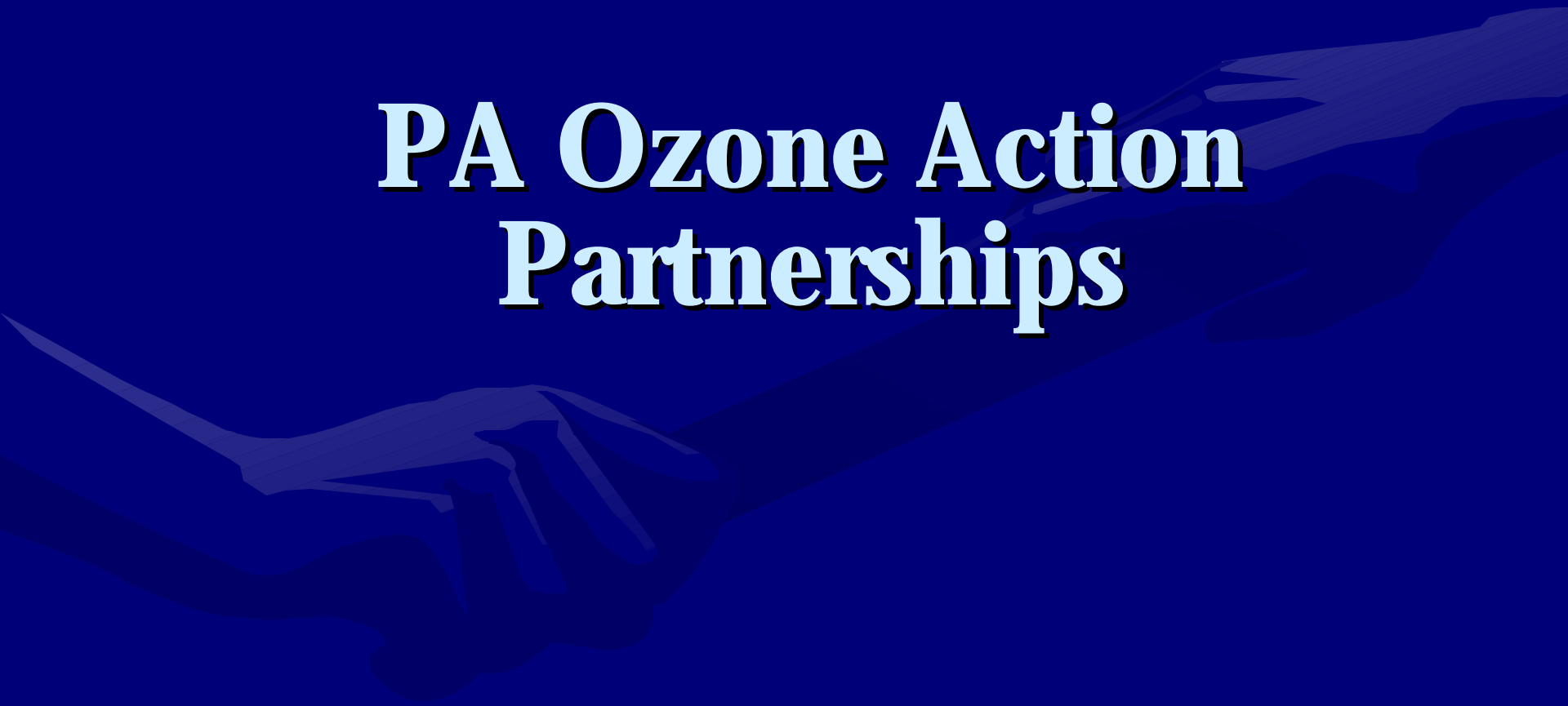
Life After Ozone Action




Life After Ozone Action

- Transition to PM 2.5 & Year Round Forecasting
 - Statewide strategic planning
 - Identified challenges & opportunities
 - Should we change established brand identity?
 - Do we keep “Ozone Action” components?
 - What messages and actions for businesses, consumers?
 - How to maintain partner and media interest?
 - How to avoid consumer confusion?

PA Ozone Action Partnerships



A stylized, dark blue graphic of two hands shaking, positioned diagonally across the lower half of the slide. The hands are rendered with simple lines and shading to suggest a firm grip.

PA Air Quality Partnerships

Life After Ozone Action

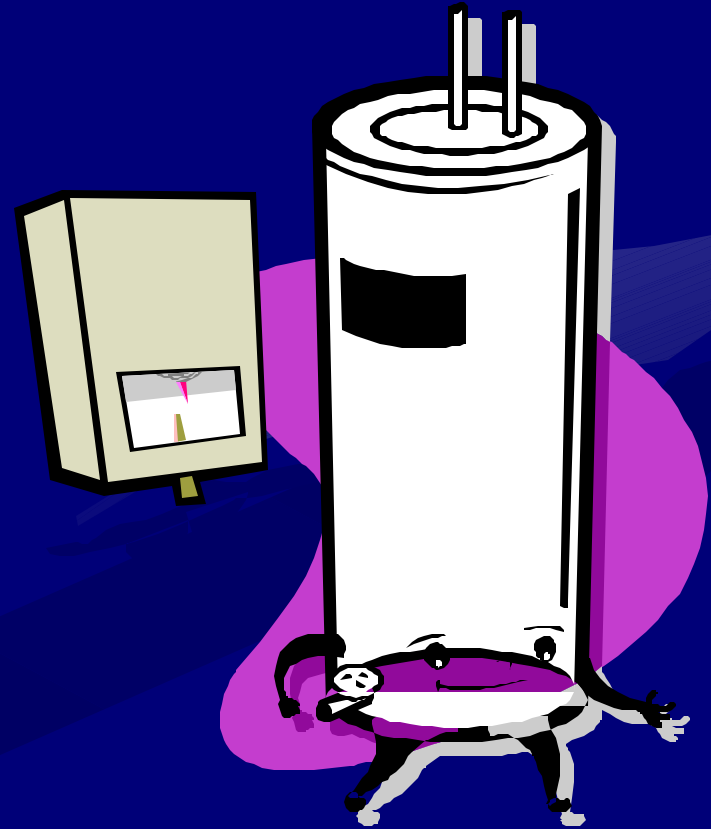


- Seasonal approach to air quality issues
- “Ozone Action” becomes product brand
- Particle pollution
 - Begins as education issue
 - Targets media, partners first
 - Begins with focus on
 - Health aspects
 - Lifestyle changes
 - Energy efficiency

Life After Ozone Action

Getting Started

- SW Partnership
 - True Value rebates
 - Hot water heater blanket
 - Programmable thermostats
 - Consumer savings of 50%
 - Partners - \$10 per item
 - True Value - \$10 per item

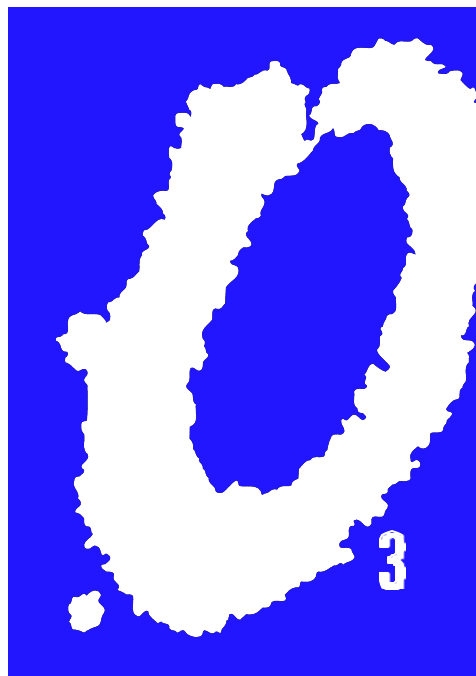












**OZONE
ACTION
PARTNERSHIP**